

Jessica Thibodeau

Experience

FREELANCE GRAPHIC DESIGNER 2021 - Present

- Collaborated with a diverse range of clients, including small businesses and non-profits, to create visually compelling branding, print, and digital materials.
- Managed multiple projects simultaneously, ensuring timely delivery while maintaining a high standard of quality and client satisfaction.
- Provided art direction and creative solutions to enhance visual storytelling and brand identity.

CREATIVE DESIGN SPECIALIST Camp Sunshine 2019 - 2021

- Developed engaging visual materials for campaigns, including brochures, social media graphics, and newsletters.
- Collaborated with cross-functional teams to design promotional materials for fundraising events.
- Utilized feedback from stakeholders to refine design concepts, ensuring that all materials effectively communicated the camp's mission and values.

ART DIRECTOR Fresh Beginnings 2009 - 2019


- Designed retail website (freshbeginnings.com) and maintained content daily.
- Photographed products weekly to be used in marketing pieces.
- Developed a strategic marketing calendar identifying all marketing plans and strategies to grow revenue, customer loyalty, and brand awareness.
- Developed sale promotions and designed emails.
- Created the annual catalog, flyers, company stationery, ads (both digital and print), logo imprinted products, emails, tradeshow booth pieces and signage.

SR. GRAPHIC DESIGNER Georgia HS Sports Magazine 2008 - 2009


- Designed and created monthly issues for several markets.
- Managed the design staff and ensured all efforts were consistent and up to magazine standards.
- Interfaced with printers to assure quality control.


SPECIAL ACTIVITIES COORDINATOR Point Sebago 2006 - 2008

- Organized and ran weekly events such as Monte Carlo and Carnival nights.
- Managed the volunteers and staff to ensure a positive experience for the guests.
- Supervised an activities staff of 40.

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Summary

Dynamic and enthusiastic professional with a proven track record of fostering meaningful relationships and driving projects from concept to completion. Adept at juggling multiple tasks while demonstrating exceptional communication and decision-making skills in high-pressure situations. Strong creative and analytical skills. Team player with an eye for detail.

Education

UNIVERSITY OF MIAMI

Bachelor of Science in Communication
Majors in Advertising & Theatre

2008 - Coral Gables, Florida

Skills

- Design Software Proficiency
 - Adobe Creative Suite
 - Canva
- Microsoft Office
- Website Design & Management
- Budgeting